

1923 CARS AND NEW MODELS.

Startling Reductions in Morris Car Prices.

11.9 h.p. Two-seater, £225. New Six-cylinder Model, Incorporating Several Interesting Features, and a New 13.9 h.p. Four-cylinder Car Introduced.

THE programme of Morris Motors, Ltd., for 1923 will undoubtedly set many tongues wagging, for the price at which the Morris-Cowley and Morris-Oxford cars are now offered to the public is nothing short of extraordinary. When one realizes that one can buy an 11.9 h.p. four-cylinder water-cooled car fully equipped for touring and of tested ability at the extremely moderate price of £225, it certainly gives one furiously to think.

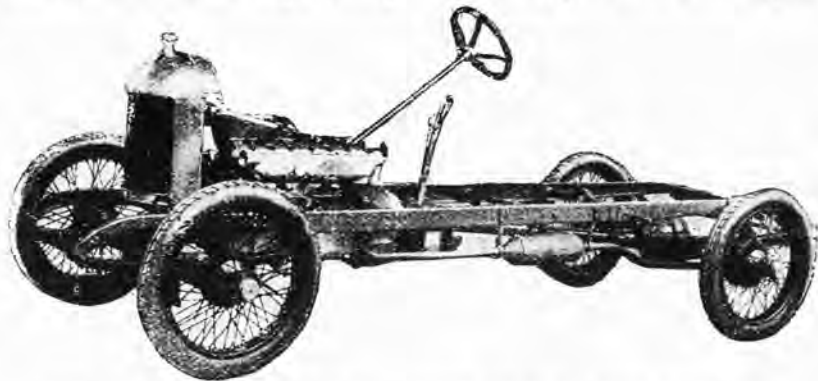
The Morris range for 1923 includes cars of several types priced between £225 and £575. All the models are characterized by real value for money throughout, and the most expensive car, the 17.9 h.p. six-cylinder model, is sold complete with a four-seater cabriolet body and a very luxurious equipment at the price quoted.

Eighteen Models.

In all there are 18 Morris models, from which the motorist can take his choice, four of these being Morris-Cowleys, and the remainder Morris-Oxfords. The former are sold equipped with two-seater and four-seater bodies, both these models being offered with and without a starter. Some idea of the remarkable values which are presented by these cars will be gathered when the full specification of the lowest-priced car, the £225 two-seater, is considered.

lighting is included, as are three lamps and a dash-controlled dimmer switch. Ignition is by magneto, and in addition to the usual equipment of spring gaiters, hood and hood cover, single folding

be mentioned that a positively-driven dynamo is now included on all Morris cars, the combined dynamo and magneto having been superseded, while a licence holder is also part of the standard speci-



THE NEW SIX-CYLINDER MORRIS-OXFORD CHASSIS. NOTE THE SEMI-ELLIPTIC SPRINGS FORE AND AFT AND THE NEAT LAYOUT. EQUIPPED WITH A FOUR-SEATER CABRIOLET BODY, THIS CAR SELLS AT £575.

windscreen, kit of tools, jack and pump, there is included at the price an Enots oil pump for lubricating the chassis (this entirely does away with grease cups) and a licence holder. Practically the same car, but with a 12-volt dynamo lighting and starting set, speedometer, clock,

fication. The chassis of the Morris-Cowley and the 11.9 h.p. Morris-Oxford cars are absolutely identical, the design having been changed in no way since 1922.

Turning to the Morris-Oxford models, here again we find the same remarkable value for money. The two-seater selling at £330 is painted either grey, bronze-green, blue or claret colour, to choice, the upholstery is of grey mottled best quality real leather, a folding dickey seat capable of accommodating two persons is provided, and this, moreover, is equipped with a folding Anster windscreen that provides ample protection for its passengers. The main hood is of the all-weather type and side screens which open with the doors are standard, as is a double windscreen which has its top half adjustable. On the dash are to be found speedometer, clock, petrol gauge and oil gauge, an electric dashboard lamp, a driving mirror, electric horn and bulb horn. The chassis is equipped with a combined dynamo lighting and starting set, five lamps are fitted. Enots pump lubrication system is included, as are five 28-in. by 3½-in. Dunlop cord tyres, while the road springs are encased in grease-proof gaiters, and are equipped with Gabriel rebound snubbers fore and aft. It would be difficult to find a more attractive proposition the world over. The corresponding four-seater open car sells at £355.



THE NEW 13.9 H.P. FOUR-SEATER MORRIS-OXFORD, WHICH, FULLY EQUIPPED, SELLS AT £380. NOTE THE FOLDING REAR WINDSCREEN WHICH IS STANDARD.

This chassis is absolutely the same as that of the cars which have won for themselves such fine reputations during 1922. The two-seater coachwork is of good quality and is painted in an attractive shade of grey, upholstered in grey Rexine. Five 700 mm. by 80 mm. Dunlop cord tyres are fitted, dynamo

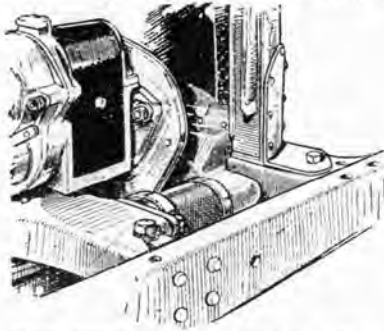
petrol gauge and oil gauge, sells at £255. The lowest-priced four-seater is available at the same figure (£255), while the same model, with slightly fuller equipment, that is the 12-volt starter motor, speedometer, clock, etc., sells at £275.

In effect, the public are offered fully-equipped cars at chassis price. It may

An innovation for 1923 is introduced by Morris Motors in the shape of a 13.9 h.p. four-cylinder engine. This power unit follows in general outline the layout of the very successful 11.9 h.p. type, but the bore of the cylinders is larger,

MORRIS CARS.—Contd.

being 75 mm. instead of 69.5 mm. The stroke in both cases is 102 mm. This increase in the bore, which, incidentally, is effected not by boring out the 11.9 h.p. cylinder block, but by the utilization of special and distinct castings, has the result of improving the power output



THE COMBINED CRANKCASE ARM AND WATER OUTLET ON THE SIX-CYLINDER MORRIS-OXFORD.

greatly, over 30 h.p. being obtainable. The 15.9 h.p. two-seater with the same equipment as the corresponding 11.9 h.p. model sells at £355—that is £25 more than the 11.9 h.p. car—and the four-seaters bear the same price relationship. The Morris-Oxford 11.9 h.p. coupé is offered at £390, with the full equipment that characterizes the two-seater, including the windscreen for the dickey seat, while the cabriolet four-seater is priced at £425. The corresponding figures at which the 13.9 h.p. models sell are: Coupé £415, cabriolet £450.

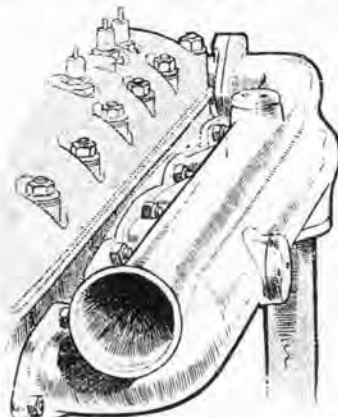
The Six-cylinder Car.

The Morris-Cowley chassis without starter may be purchased for £175, and the Morris-Oxford chassis, with five lamps and tyres, lighting and starting set, 28-in. by 3½-in. Dunlop cord tyres, is listed at £220. The 13.9 h.p. chassis is £425, while the Morris-Oxford sports chassis, rated at 11.9 h.p. and equipped with aluminium pistons, etc., will appeal at £195 to those enthusiasts who care to buy a chassis and equip it with sporting coachwork after their own ideas.

The new Morris-Oxford six-cylinder is undoubtedly a very interesting proposition.

In general layout it follows the proved successful design of the 11.9 h.p. model, engine, clutch and gearbox being built up in unit, as are the back axle and torque tube. Semi-elliptic springs are employed at the rear of the chassis, however, in place of the three-quarter elliptic members found on the smaller cars, and Hartford shock absorbers are standard fore and aft.

Cast en bloc, the cylinders of the six-cylinder engine have a bore and stroke of 69.5 mm. and 102 mm., this giving a cubic capacity of 2,325 c.c., and a tax of £18 per annum. The crankshaft has three bearings, a detachable head is fitted and thermo-siphon water circulation is employed. On the rear side of the engine one finds an aluminium exhaust manifold, and running along the top of this is a cast-in pipe with a fun-



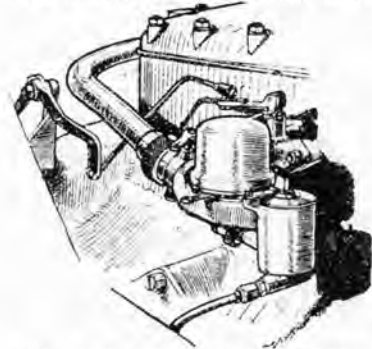
A VERY INTERESTING FEATURE. THE AIR SUPPLY TO THE CARBURETTER IS DRAWN THROUGH A MUFF WHICH IS CAST INTEGRAL WITH THE EXHAUST MANIFOLD,

nel-shaped orifice at its forward end and an outlet which leads round the end of the cylinder block to the Smith five-jet carburetter, which bolts direct to the centre of the off side of the casting. All the air for the carburetter is taken through this pipe, thus being adequately heated, ensuring good vaporization and economy. The timing gear at the front of the engine is by chain, the six-cylinder Lucas magneto being mounted in such a manner that it can be pivoted in

order to take up any slack which may develop in the timing gear.

An interesting feature of this six-cylinder engine is the way in which the front off-side bearing arm also acts as a water connection. It is hollow, and the lead is taken through it to the bottom of the radiator.

The same gearbox as is found on the



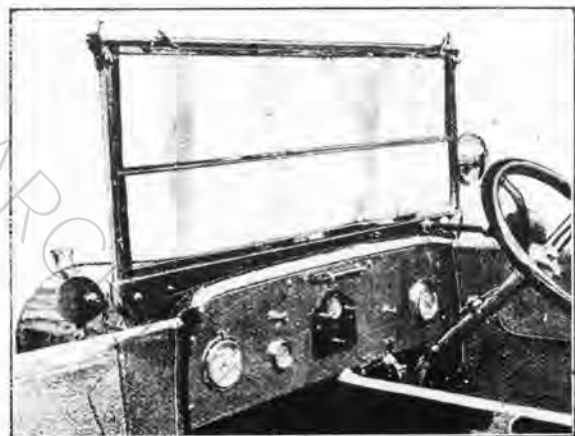
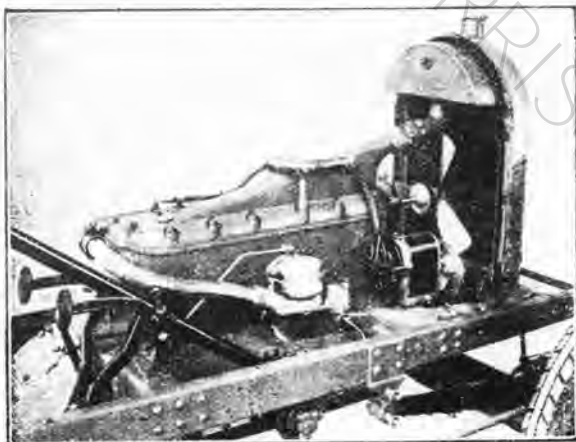
THE NEW SMITH CARBURETTER USED ON THE SIX-CYLINDER MORRIS-OXFORD, SHOWING THE AIR SUPPLY WHICH IS TAKEN FROM THE EXHAUST MANIFOLD.

smaller models bolts on to the rear of the six-cylinder engine, the top gear ratio being 3½ to 1, and, in general, the remainder of the chassis, although longer, follows the practice employed on smaller cars. Dunlop R.A.F. type detachable wire wheels carrying Dunlop cord tyres, 765 mm. by 105 mm., are standard, and as the wheelbase is 9 ft. 3 ins., ample body room for four-seater enclosed coachwork is provided.

15 000 Cars for 1923.

This car is capable of over 60 m.p.h. on the road, and in its equipment is to be found the same completeness as is presented by the smaller cars. Its price as chassis is £375, or complete with cabriolet body £575. No comment of ours as to value is needed.

For the coming season Morris Motors, Ltd., are laying down a production of 15,000 cars, which may possibly be extended to 20,000. This is an enormous output for an English manufacturer, and may justly be described as the true reward for strict attention to business, and a policy of always giving the maximum value possible for money.



(LEFT) THE POWER UNIT OF THE SIX-CYLINDER 17.9 H.P. MORRIS OXFORD. (RIGHT) PROVIDING SOME IDEA OF THE LUXURIOUS EQUIPMENT THAT IS STANDARD, THE DASHBOARD OF THE 11.9 H.P. FOUR-SEATER MORRIS-OXFORD, WHICH SELLS AT £355.